

ASIA FRUIT LOGISTICA



www.asiafruitlogistica.com

International
trade
exhibition

国际
贸易
展览会

Hong Kong
5-7
September
2012

2012年9月
5-7日,
中国香港

Asia's
Fresh
Produce
Hub

亚洲新鲜
果蔬行业
聚集点



同期举办
together with



ASIA FRUIT LOGISTICA

Asia's fresh produce hub

ASIA FRUIT LOGISTICA is the Asia-Pacific region's top international exhibition for fresh fruit and vegetable marketing. More than 5,300 top decision-makers from 63 countries attended the 2011 edition in Hong Kong, some 60% of them from Asian countries. 332 exhibitors from 33 different countries worldwide presented a comprehensive overview of the market and used this unique opportunity to meet customers and make new business contacts.

ASIA FRUIT LOGISTICA takes place together with the Asiafruit Congress, Asia's top international conference event for fresh produce marketing. Together, these events provide an unbeatable opportunity to present products to international buyers and gain valuable insights into the world's most dynamic market.

Why is ASIA FRUIT LOGISTICA so unique?

ASIA FRUIT LOGISTICA is the only trade exhibition in the Asia-Pacific region to focus exclusively on the fresh produce sector and its related value chain for the entire Asian continent. Top decision-makers from every sector of the business attend the exhibition. In 2011, 83% of them held leading management positions. No less than 94% played an important role in purchasing decisions. 92% of trade visitors said they would recommend the event to their colleagues and 86% said they plan to return in 2012.



Who exhibits at ASIA FRUIT LOGISTICA?

Companies and organizations from every continent and every sector of the trade – from smaller companies wanting to test the Asian market with new products, to major organizations already established in the region. For a detailed presentation of companies who exhibited at ASIA FRUIT LOGISTICA, visit the Virtual Market Place® at www.asiafruitlogistica.com.

Our complete service package for exhibitors

ASIA FRUIT LOGISTICA is organised by Global Produce Events. Our experienced professional team will be happy to help you with every aspect of your preparations for the exhibition including:

- Stand planning and construction
 - Stand equipment, technical and logistical services
 - Marketing and promotion, press and public relations
 - Your entry in the ASIA FRUIT LOGISTICA Virtual Market Place
 - Hotel and travel arrangements at special rates
 - Entry tickets and registration
- and much more.

Together with our network of international representatives, we can also provide you with all the information and assistance you need in your own language.

For contact details of our overseas representatives, please go to "Contact" at www.asiafruitlogistica.com.



“The event's ability to draw members of the fruit trade from all over Asia makes it an essential date in our trading calendar, both for developing relations and gaining export sales.”

Meredith Stevens, Pink Lady Europe

“ASIA FRUIT LOGISTICA provides us with excellent exposure to the Asia produce market.”

Elizabeth Darragh, Sensitech, USA

“It's an opportunity to see new trends in innovation, gain inspiration for new ideas and therefore remain an active player in the development of the market.”

Jorge Aranguri, Danper, Peru

“The advantage of exhibiting at ASIA FRUIT LOGISTICA is that we get to meet the best suppliers from around the world.”

John Wang, Lantao Shanghai Great Harvest, China

Who exhibits at ASIA FRUIT LOGISTICA?

Importers	Packaging
Exporters	Grading and sorting
Growers	Transport
Wholesalers	Logistical systems
Distributors	Produce handling
Retailers	Storage and recycling
Catering	Quality control
Associations	Shopfitting
Institutions	Marketing
Fresh fruit	Market research
Fresh vegetables	Consultancy
Fresh cut and convenience items	Press and media
Exotic produce	Technical services
Organic produce	Computer and internet solutions
Potatoes	Cultivation systems
Dried fruit and nuts	Seeds and plant material
Fresh herbs and spices	
Flowers and plants for self-service outlets	

All the latest information on the internet

Visit www.asiafruitlogistica.com for all the latest information for exhibitors and visitors including:

- Full details of the new exhibition site at AsiaWorld-Expo
- Contact details of our local representative in your country
- Applications for an exhibition stand
- Online registration and ticketing for visitors
- Latest exhibitor and visitor service information
- The ASIA FRUIT LOGISTICA Virtual Market Place and much more.



“ This year’s participation by Chile at ASIA FRUIT LOGISTICA has been fantastic. We’re really pleased with the results and the number of visitors. ASIA FRUIT LOGISTICA is definitely the platform for the fresh produce business in Asia.”

Christian Carvajal, ASOEX, Chile

The ASIA FRUIT LOGISTICA Virtual Market Place is an online guide to the exhibition where exhibitors can present their companies and products 24 hours a day, 365 days a year. It offers an appointment planner and useful search features.



Hong Kong, the perfect place to do business

Hong Kong has excellent international transport connections and a complete range of hotels, cultural attractions and afterhours entertainment to suit all tastes.

Hong Kong is Asia's leading international trading centre and gateway to the important Chinese market. It is a major hub for the fresh produce business in the whole of the Asian region and is home to the second largest port and the largest cargo airport in Asia. It is known as an easy and uncomplicated place to do business, with one of the freest economies anywhere in the world. In short an ideal location for an international trade exhibition for the Asia-Pacific fresh produce market.



Asia's No.1 congress event



Organised by Asiafruit Magazine, the 15th Asiafruit Congress will take place in Hong Kong alongside ASIA FRUIT LOGISTICA from 5-7 September 2012. It is Asia's premier annual conference and networking event for the international fresh fruit and vegetable business. The 2011 congress attracted more than 560 top industry professionals from more than 40 different countries.

The Asiafruit Congress focuses on the key emerging trends in the Asian food retail and consumer markets as well as on new opportunities in key growth markets in Asia.

For further details of the congress and programme please contact: info@asiafruitcongress.com or visit www.asiafruitcongress.com

**SAVE
UP TO**

As an exhibitor you can register for the congress at special reduced rates of up to 40%. Contact our Bangkok office under Sinenart@gp-events.com

**40
%**



“ This show has done wonders for our business in terms of making new contacts... It's the conversion rate into actual business that makes the event so wonderful. You meet the serious people from right across the industry. ”

Nitin Agrawal, Euro Fruits, India



ASIA FRUIT LOGISTICA is moving in 2012 to AsiaWorld-Expo at Hong Kong airport

Since it opened in 2007, ASIA FRUIT LOGISTICA has grown in popularity every year. This growth and the need to ensure the comfort of exhibitors and visitors, means that ASIA FRUIT LOGISTICA and the Asiafruit Congress will be moving in 2012 to AsiaWorld-Expo, the new state-of-the-art exhibition centre close to Hong Kong International Airport. Looking into the future, this move offers an excellent venue for both events which is both convenient to get to as well as providing exhibitors and visitors alike with all the facilities and services they need.

How to get to AsiaWorld-Expo

AsiaWorld-Expo is served by the excellent **Airport Express/MTR train service**, with frequent direct connections to the airport (just 1 minute journey time) as well as to Kowloon

and downtown Hong Kong (28 minutes). Special reduced train fares are available to participants at ASIA FRUIT LOGISTICA and the Asiafruit Congress.

The exhibition centre is so close to the **airport terminals** that it is also possible to reach them in just a few minutes on foot. Numerous other destinations are served from the **bus station** situated right next to exhibition centre, including direct services to key cities in mainland China such as Guangzhou, Dongguan and Shenzhen.

Taxi services to downtown Hong Kong as well as ample **car parking** are also available on-site. Finally there are also direct **ferry services** from the exhibition centre to six different ports in the Pearl River Delta.

Hotel accommodation at AsiaWorld-Expo

With Kowloon and downtown Hong Kong less than half an hour away by Airport Express/MTR train, exhibitors and visitors can choose from an extremely wide range of hotels from all categories. For those wishing to stay close to AsiaWorld-Expo, the Marriott Hong Kong SkyCity, the Regal Airport Hotel and the Novotel Citygate Hong Kong are all less than 10 minutes away.



ASIAWORLD-EXPO AsiaWorld-Expo
亞洲國際博覽館

AsiaWorld-Expo
亞洲國際博覽館



New location and new opening times from September 2012

Dates and times

ASIAFRUIT CONGRESS

5–7 September 2012
10.00–13.30 hrs each day

AsiaWorld-Expo
Hong Kong International Airport
Lantau, Hong Kong
Meeting Room 201

ASIA FRUIT LOGISTICA

5–7 September 2012
13.00–18.00 hrs each day

AsiaWorld-Expo
Hall 1 and Hall 2



“It is a great way to meet all of our existing clients in one central location as well as an opportunity to meet new customers in the industry.”

Amanda Simonetta, Sim-Ex, Australia

“It's the ideal place to meet our customers from across the region within the space of three days.”

Chris Moodie, Fruitways, South Africa

Further information

Visit the ASIA FRUIT LOGISTICA website at www.asiafruitlogistica.com for the latest service information on the exhibition and AsiaWorld-Expo.

For information on the Asiafruit Congress please visit www.asiafruitcongress.com.

Contacts

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